

# INTRODUCTION TO TEXT MINING ANALYTICS

A highly practical workshop for uncovering the latest theories, tools, techniques and strategies for applying advanced analytics toward texts and documents – one of the most prevalent types of unstructured data in the world.



19-20 March 2020 • Sydney



## Our Expert Course Instructor

**Felipe Rego**, Data Science & Analytics Partner

Felipe is a leading advanced analytics and data science partner, working with teams in a range of different organisations and helping them build, manage and enhance their data science and visualisation solutions. Strategically aligned, commercially oriented and above all, customer centred, Felipe's unique methodologies help organisations stay competitive and create a solid pathway for future growth.

## Key Learning Objectives

- ▶ Understand key concepts and trends in text mining analytics
- ▶ Understand use cases of text mining analytics
- ▶ Create scalable, interactive and actionable text mining analytics capabilities
- ▶ Collect, input and visualise text data from surveys, social media and documents
- ▶ Effectively organise your text for effective data visualisation
- ▶ Data science and analytics strategy fundamentals
- ▶ Creating text analytics solutions using data science and predictive analytics

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## ABOUT THE COURSE

Data is now a ubiquitous asset in any and all organisations. But the reality is that the vast majority of data generated is of an unstructured format. This poses interesting challenges to those who need to make sense of it. One of the most prevalent types of unstructured data in the world is in the form of written text. Think about it: All the documents that get created in your organisation, all the emails that get sent around and all the conversation that happens in social media and other online settings.

In this two-day introductory yet highly-practical workshop, participants will learn the latest theories, tools, techniques and strategies for applying advanced analytics in situations where data exists in the form of texts and written documents. Aimed at beginners, this workshop will help professionals with fundamental ideas and practical knowledge to positively impact their organisations.

## WHO WILL BENEFIT

- For those who want to understand how analytics is being applied in the context of text and documents but have not had any (or major) exposure to the field.
- For those who want to pursue a change in careers to work more closely with data, analytics and data science with emphasis on text from surveys, documents and social media but have not had a chance to figure out how.
- For those who work for organisations that must deal with a lot of text in the form of documents, surveys, texts and social media and want to apply analytics to it but have not had a chance to figure out how to start.

## PRE-REQUISITES

None. Participants need only to come interested to learn, interact with each other and to dedicate themselves to learning and participating during sessions.

## Bring your own

- Laptop
- Pen + Notepad (for general note taking)
- Details on software required (if applicable) will be sent prior to session to registered attendees only

## EXPERT COURSE INSTRUCTOR



**Felipe Rego**

Data Science & Analytics Partner

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Felipe has a unique combination of in-depth technical expertise (including developing code and programming in analytical tools) and a high level of business experience with over a decade working in analytics teams, marketing, research and business strategy. This allows him to identify and understand the issues that impact his clients' businesses and translate them into the complex language of analytics and data science to find the best solutions. Because of this, Felipe is highly in demand with marketing, sales, finance, technology and strategy teams. He excels at delivering robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology takes a holistic approach to using data and science to improve whole organisational performance and reduce costs.

Felipe is also an analytics instructor with experience disseminating practical, actionable advanced analytics and data visualisation techniques in both classrooms and online settings. The organisations he works with find that partnering with Felipe results in a more engaged and capable workforce. It's not just the organisation as a whole that benefits - individuals feel more prepared to step up to their next challenge and confidently make use of data and analytics in their day-to-day work.

When Felipe is not partnering with clients or helping students, he's a research candidate in Learning Analytics at The University of Sydney. As part of his research, Felipe makes sense of students' digital traces and looks at the role learning analytics dashboards play in influencing learning outcomes. His research has also been focused on exploring patterns of students' engagement and performance profiles in learning environments.

Alongside all this, Felipe is also a blogger, writing regularly on a wide range of topics including predictive analytics, statistical learning and data visualisation. Recognised internationally for his thought leadership, Felipe received over 82,000 visitors to his blog from over 180 countries last year and some of his articles have been ranked #1 in Google search. Felipe is widely referenced by many sources and leading educational institutions including StackOverflow, Udacity, Western Michigan University, UC Santa Barbara and Edinburgh Napier University among others.

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## 2-Day Intensive Course Outline

### DAY ONE

#### Fundamental concepts in analytics, data science and machine learning

- Historical overview, recent developments and future outlook of advanced analytics topics
- Demystifying some key definitions, concepts and terminologies in data
- Knowing your why, and what your data analytics capability needs to achieve

#### Implementing a data science and analytics capability in your organisation

- Making sense of your organisation's data science and analytics capability and maturity
- Plotting a roadmap from business strategy to data science realisation
- Understanding what makes organisations do data science and machine learning right

#### Beginning with basic applied statistics in a business settings

- Explore and work through a practical application of exploratory data analysis (EDA)
- Introduce and apply a basic machine learning model to a simple dataset in real life
- Utilise a popular business tool to interpret and summarise the results of a predictive model

#### Data, technology and privacy examples for successful analytics in your organisation

- Overview and examples of data, technology platforms, privacy and ethics in analytics
- How to manage data and technology effectively and the importance of tool selection and usage
- Discuss a variety of tools in both open source + commercial spaces and their pros and cons

### Would You Like To Run This Course On-Site?

#### Informa Corporate Learning: On-site & Customised Training

If you have **8+** interested people, an onsite course can be an ideal solution. Speak with **Anton Long** or **Holly Baldwin** on **+61 (02) 9080 4455** to discuss your customised learning solution, or email [training@informa.com.au](mailto:training@informa.com.au)

### DAY TWO

#### What is the difference with text mining analytics?

- Understand fundamental concepts and nuances of data science behind text mining analytics
- Explore the latest ideas with case studies in data science powering robust text mining solutions
- Working with predictive analytics models and basic algorithms in text mining analytics

#### Practical Case Study: Analysing sentiment in social media contexts

- Understand key concepts behind delivering a sentiment analysis project
- Explore and work through a practical example of sentiment analysis on social media posts
- Discuss and showcase implications and applications of sentiment analysis

#### Practical Case Study: Predicting and classifying NPS survey results and comments

- Understand basic concepts and steps in building a text prediction and classification solution
- Explore and work through a practical example of a NPS survey to build a classifier
- Discuss and showcase implications and applications of predicting and classifying comments

#### Text mining analytics in action

- Revisit main themes, tools, techniques and strategies
- Build a practical action plan to apply text mining analytics to your organisation
- Group discussion, final reflections and insights

### WHAT OUR CLIENTS SAY

*"Really enjoyable course in an exciting and growing subject. Felipe was an enthusiastic, encouraging and engaging presenter!"*

Business Intelligence Lead, **Forensicare**

*"Felipe was very knowledgeable in skills, theory, best practices and current information on data visualisation. Very engaged and supportive in listening to our ideas and input with great discussions and teaching."*

Creative Designer, **UNSW Sydney**

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## Easy Ways to Register



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### Telephone

+61 (02) 9080 4395



### Email

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## Stay Connected



## Introduction to Text Mining Analytics

Course Codes	Location	Course Dates	Super Early Bird price valid until 7 Feb 20		Early Bird price valid until 28 Feb 20		Standard price valid after 28 Feb 20		4+ Dels Discount	
P20GT22SY	Sydney	19-20 Mar 20	\$2,095 + \$209.50 GST	<b>\$2,304.50</b>	\$2,395 + \$239.50 GST	<b>\$2,634.50</b>	\$2,495 + \$249.50 GST	<b>\$2,744.00</b>	\$1,916 + \$191.60 GST	<b>\$2,107.60</b>

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### Informa Corporate Learning – On-site & Customised Training

Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

### Why Choose On-site With Informa Corporate Learning?

- 1. Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
- 2. Quality Assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

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